

—MONTANA ALABAMA, TUESDAY EVENING, MAY 7, 1912.

ST. AUGUSTINE, FLA.

30 PERSONS ARE DROWNED WHEN HUGE LEVEE BREAKS

MANY WOMEN AND CHILDREN
WRE RUSHED TO PLACES

New Orleans, May 1. At least 30 persons are reported to have been drowned in the fatal Couperie parish today when the levee gave way in front of the flood swollen Mississippi.

A later report says the death toll may run to 50. Survivors report recovering 12 bodies. All communication with the inundated district has been cut off.

At Baton Rouge where the situation is desperate hundreds of additional workers were hired to help to aid in the fight to beat them against the tinslies, water was feared that the storm was when it reached the river would more than the weekend disaster withstand and they would give up. At Schville it is feared the river will sweep flood water from the town bridge and reach Morganza. Morganza is a town where the water is feared they would give up. The town is practically completely cut off.

Heavy loss of life is feared in
Albania country as a result of
fearing break. Many people
have refused to leave their homes
in some places people tried to
escape after the water reached the
doors. A number of persons in

Thousands of People in Danger
At least 100,000 people are in danger and millions to be evicted from flooded counties west of Washington and Baltimore. Some of the are in the United States. Others are in the United States. All are in danger of hunger and exposure. It is impossible to estimate the total number of dead and the number of people who are in danger.

He began his work in the
and had seen another family swept from
home tops into the water.
Children in the rescue work
ported sending motor boats in pursuit
where families had taken refuge.
ly to find that they were too late.
In every case the flood had added
to the toll of human life.

SAMSON HERE FOR TWO GAME REHEARSAL

The Samson ball team arrived in the city this morning for a two game series with the home team. They will play this afternoon and then tomorrow and then the Dulham team will come in to play for two games.

A battery for Roethlisberger will work this afternoon or tomorrow and as they have now moved to D

the team is along the a bon
the games no doubt will
very interesting

THE IMPROVEMENT CLUB

The City Improvement Club
and one will hold their regu
meeting tomorrow afternoon a
o'clock at the home of Mrs. Dr
F. H. All of the members
expected to attend the meeting

Mr. J. K. Harris left this morn
for a few days visit to Troy
BIRYARD Paul has large
and some of his children. He
for information. Miss Balbo,

Put your want ads in the Post
to get the best advertising results

At Senn-Sation Theatre Tonight



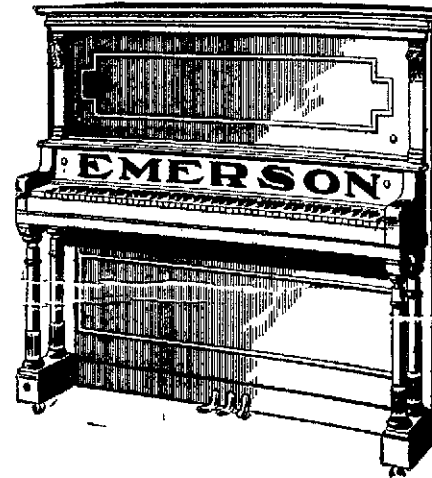
Miss Sadie Coleman

WILL SHOW SCENES OF TITANIC DISASTER

Manager Morris, of the Criterion Theatre is being congratulated on getting the Titanic disaster pictures for his theatre so early as it is usually several weeks before a feature picture of this nature can be secured. This far south. The picture of course is not of the wreck as some might think the picture people have attempted to show, but one of the Titanic under construction, the launching of the monster ship, members of the crew together with notable who died in the wreck, the survivors being rescued by the Carpathia and their arrival in port and other interesting scenes. It is considered one of the greatest ever placed before the public, one of the biggest features ever produced by the era.

It will be shown today and only.

There are people of the who unthinkingly neglect cold though they would also expose their children selves to danger. Let a selected may develop into croup, diphtheria, bronchitis or pneumonia. J. L. Hays and T. pound promptly for a stop quickly and cures colds, cures no cures and is children. For sale by Callan.



You can make no mistake if you buy an Emerson Piano. Made since 1849 Sold on its merit

Strickland Piano Co.

Only in Paris and Vienna Can You Duplicate French Market Coffee



In France and Vienna, the French Market Coffee is very different from the other coffee. It is a blend of the finest coffee beans, and it is the only coffee that is so different from the other coffee. It is the only coffee that is so different from the other coffee.

French Market Coffee

could be had in any other place. The French Market Coffee is the only coffee that is so different from the other coffee. It is the only coffee that is so different from the other coffee.

The Same Unique Hygienic Roasting Process and French Market Coffee is the only coffee that is so different from the other coffee. It is the only coffee that is so different from the other coffee.

Get It From Your Grocer—Today!

French Market Coffee is Blended, Roasted and Packed only by the French Market Coffee (New Orleans Coffee Company, Ltd., Proprietors) New Orleans, La.

Strange Experience Of Helpless Woman

Eleven Months Incapable For Months, Fort Wayne Woman Recovered As If By Magic

A news message from Fort Wayne, Ind., which brings to light one of the most remarkable cases recorded in medical history during recent years is quoted as follows: "A friend of Mrs. J. Schindler, 110 Madison St., this city, are unwell, at her sudden recovery from a severe attack of rheumatism from which she has been a helpless sufferer for several years and which has up to a short time ago refused to yield to the many treatments that have been

tried. Mrs. Schindler attributes her recovery to a remarkable recovery to the use of the new Root-John treatment which has been creating a sensation in many parts of the country recently by its astonishing power over certain diseases and when seen at her home gave the following interesting story of her experience: 'I was unable to move, and had to be carried from one place to another. Doctors treated me but did not seem to improve, and the many remedies and medicines I tried all proved unsuccessful. When all this talk about the great curative power of the Root-

John treatment began I became interested. I finally procured a bottle and began using it. I did not notice an improvement as quickly as some said I would, but I kept on, and to my delight and surprise I soon began to feel better. By the time I had used two bottles I was able to walk again and take care of my house. That really is my experience.

At W. L. Brown's Drug Store, which concern is to be thanked for bringing the Root-John treatment within reach of local sufferers. It is said that many favorable reports have been heard right here in town, and that the sale of it has reached enormous proportions.

Though in his 76th year H. I. Knight, Covert, Ga., was recently cured of a severe and painful kidney trouble. He says: 'I had to get up too often at night and my back ached terribly. But after taking 2 bottles of Foley Kidney Pills, my backache is cured, the secretions have cleared up, and Foley Kidney Pills have given me more relief than anything I have ever taken for sale by N. H. McCallum, Jr.

S. W. Blackie of Clark was here Monday.

W. I. Mitchell and son of Enterprise, spent last night in Dothan on their way to Macon to attend the reunion of old soldiers in that city.

Threw Up The Sponge-Quit-Sold Out

The Farmer-Whatley Co.—The Dothan Shoe Co.

—The Entire Stocks and Fixtures Bought In By Lurie and Blumberg at 60c on the Dollar—

Doors Open Thursday Afternoon at Sharp 4

We Do Not Want This Stock

Lurie & Blumberg

We purchased the Farmer-Whatley Dry Goods Co's stock and paid 60 cents for every dollar's worth of goods in the store. We bought it to sell over again and we are going to throw it on sale right here in the Farmer-Whatley Store on First St. We don't want any of this merchandise for any purpose whatever. We are going to stretch every effort to dispose of it and begin on it at 4 o'clock. Thus, day after tomorrow and for ten days following, we offer on the entire Farmer-Whatley Stock at sixty cents on the dollar. You buy one dollar's worth and give sixty cents for it. We guarantee this claim absolutely back at it. Our sales force, composed of both men very fast salespeople are under strict instructions to sell it at just sixty per cent of the Farmer-Whatley Company's price.

The Farmer-Whatley S and

N. Foster St

Dothan, Ala.

Read These Sworn Statements

Houston County, Ala May the 4th, 1912

We hereby certify that we sold to Lurie & Blumberg of this County and State the entire stock and fixtures of the concern formerly known as the Farmer-Whatley Dry Goods Co. together with the stock and fixtures of the Dothan Shoe Co., the price paid by said Lurie & Blumberg being sixty (60) per cent of its actual invoice cost.

(Signed) B. G. FARMER.

Hous'on County, Alabama, May the 2nd 1912.

This is to certify that on the above date, Sol Lurie, of the firm of Lurie & Blumberg, appeared before me, and swore. That said Lurie & Blumberg purchased the combined stocks of concern known as the Farmer-Whatley Dry Goods Co., together with the entire stock and fixtures of the Dothan Shoe Co., both of this County and State. That they paid sixty (60) per cent of the invoice cost for these stocks and fixtures, and that beginning on the afternoon of Thursday, May 9th, at 4 o'clock they are going to offer these stocks at an average price of sixty per cent of their former value.

(Signed) SOL LURIE.

Sworn and subscribed to before me, this May 3rd, 1912. H. L. Crawford Notary Public

Great Full Zephyr Ginghams

The 25 cent quality as long as last

18 CENTS

A GREAT BIG LOT

of 1 and 1 1/2 yard and Round 1 1/2

pieces going at

2 1/2 CENTS

Ladies Fine Soft Linen Fin

Handkerchiefs

Handkerchiefs

Handstitched borders cheap at

2 1/2 CENTS

About 150 dozen ladies

Genuine All Silk Hosiery

blue, tan and other colors of

75c kind

17 CENTS

\$1.25 AND \$1.50 SILK HO

Finest kind for ladies at

79 CENTS

THE WHITE LAWNS

Farmer-Whatley sold at 10 cents a yard offered at 6 CENTS

THE 40.00 LADIES OXFORDS

for men in put at 10 cents a pair. Huston call it \$1.80

WICKERT AND GARDNER

Oxfords Slippers and Pumps for ladies this season's goods at leather ers suits etc. they sell at \$1.00 \$2.05

RED GOOSE

Misses School Slippers in Patent and Gun Metal these are the \$2.50 kind at \$1.85

ALL 80.50 BOYDEN SHOES

and Oxfords for Men going as low as they last at \$1.79

PERSONALS

F. Black of Geneva was here yesterday and today.

Myrtle Deal is visiting relatives in Ozark this week.

Just a little canned corn left 15c for 10c. 28c can for 15c. Bonham and Son Phone 463 and 58.

Mrs. P. P. Martin of Ozark spent yesterday and yesterday here the guest of her daughter Mrs. L. S. Deal.

H. T. Holman of Harford was among the visitors to the city yesterday afternoon and last night.

Royal Ann cherries are the finest. Just like fresh ones. Bonham and Son Phone 463 and 58.

Mrs. C. G. Albany was one of the business callers to Dothan yesterday afternoon and last night.

FOR SALE—Buick Touring Car. Engineer for sale or exchange at a discount. Apply 206 E. Main St.

Mr. Adams of Ozark spent a while in the city yesterday looking after business interests.

Just received shipment fruit (canned) and English peas. Bonham and Son Phone 463 and 58.

P. P. Lawson, of Hollywood was in the city a while yesterday transacting business.

B. Barnes general manager for the Dept. of Montgomery is in Dothan inspecting crop condition.

Our supply of rolled oats is nearly exhausted. Still going for 10 cents. Bonham and Son Phone 463 and 58.

T. E. Hodges of the Atlantic Coast Line train dispatching, here of this city is taking his annual vacation and spending some time at Jacksonville.

Smoke PLUMES. Test a 10 cent Port 1100 right inside for sale at all first class cigar stands in Dothan.

STEAMER AND CARGO DESTROYED BY FIRE.

Panama City, May 6.—Continued from the crew of the steamer Lofte of this port arrived here this afternoon and brought news of the destruction of the vessel as well as a full cargo of carpenter and rosin by the early yesterday morning while the steamer was at anchor off the mouth of Choctawhatchee Bay.

She was coming here from the Pine Bluff branch and the cargo was owned by the Gravelly Sixty Stores Co. The fire originated among the cargo and burned so fiercely that the crew could gather none of their personal belongings from the cabin but were compelled to leave hurriedly in a small boat. Neither the vessel nor the cargo were insured.

We have some of the finest corn by beam with ribs in it you ever bought. Bonham and Son Phone 463 and 58.

A CHANCE TO MAKE \$5.00 THIS YEAR.

I will sell my turpentine place at Madrid Ala. valued at about \$10,000. Three crops of yielding boxes and cups three crops of virgin gum and more timber than can be bought will sell for one built cash balance on terms.

Reason for selling too much business. Will consider buyer who means business.

ED WATKINS

Cleaning & Pressing. Pressing promptly done. Phone 357.

A. M. Simmons. 206 East Main St.

THEATRES

The Criterion

"THE TITANIC". Scenes. The ship officers and crew and the passengers as they left Queenstown England the Carpathia on the scene of rescue the iceberg that is supposed to have caused the wreck the survivors on board the Carpathia the arrival of the survivors in New York anxious crowds at the pier in New York waiting for the rescue ship.

THE FINAL PARION

One of the most powerful and emotional dramas of the great white way of New York.

"BEAT AT HIS OWN GAME"

A screaming comedy.

This will be the last work of the Mitchell family's engagement and they will give an entertainment next Friday at our theatre for their own benefit.

CHICAGO STRIKERS ARE NOT SO HOSTILE

Chicago, May 6.—Comparatively little trouble resulted today from the dispute between the newspaper publishers and the pressmen after copyers and newshounds and tonight the police said they believed mild conditions soon would be restored. About twenty arrests were made today.

Holdings tonight said that the vacant places in the ranks of their workmen were being filled rapidly and that the most serious problem they now faced with the distribution of papers. More papers were circulated down town today, however, than on any day since the pressmen quit work.

Unlicensed newspaper vendors were put out of business as fast as they were discovered. Hundreds of papers were confiscated.

Morning papers tomorrow will carry a statement addressed to the public and presenting a review of the trouble. The statement explains that the entire dispute arose over the insistence of the union men that more men be employed on presses in the Exchange office than were worked on presses of the same or similar kind in other Chicago offices.

You can still find the identity of our cracker. Order three boxes for 10c. Bonham and Son Phone 463 and 58.

NEW BAGS OF ODD DESIGN

Simone French Actress Has Given Her Name to the Latest Caprice Made Fashionable.

Named for a French actress is the newest thing in bags. One is of an antique gold and multicolored tapestry—cordellere of antique gold. These bags are not small but each measures at least 12 inches in length. Number bag is of gray suede gray.



silk fringe fastened by rings of antique silver set with an amethyst each. The rings by which it is carried are of gray suede. Each side of this bag measures at least 14 or 15 inches in length.

Gray velvet and other colors are beaded with steel beads and have tassels or fringe.—Kansas City Star.

BEWARE OF CLOGGING PORES

Carelessness in Washing or Too Lavish Use of Paints or Powders Most Frequently to Blame.

The clogging of pores is less often due to natural conditions than to mismanagement. The girl who habitually uses lavishly paints or powders will before long find herself with the unattractive enlarged pores that ruin the best complexion.

If you must use cosmetics use them with judgment. Never powder direct

ly after washing the face, especially if hot water or steaming has been employed. The skin is relaxed the pores open and the powder clogs.

After washing the face use an astringent lotion or dash the face with cold water. This is one of the best pore closers known and tones up the skin. After the cold spray there is far less harm from powdering though it should not be put on thickly and only a good powder should be used.

Some powders have a greasy quality that makes them especially prone to clog. Pure talcum is a good choice. Do not let it stay on too long especially when one is overheated. The constant use of powder to prevent shine in summer is one reason for bad skin and enlarged pores in the fall.

Never tamper with astringent lotions without advice from a skin specialist. If your skin is fine or sensitive it can be quickly ruined by rough astringents or used judiciously with others. The constant use of benzoin so often advised is harmful to many skins. Even more so is the practice of dashing the face with vinegar or pure alcohol.



Warm water pure soap and a complexion brush are valuable aids in reducing enlarged pores. The brush should be used vigorously and followed by the application of a good skin food.

Avoid excessive shaping of the nose. Acne and pimples and a high nose are considered evidences of ill breeding. Conservative shaping and polish are best.

Nails that have been injured by cutting them too low are mouthed and healed by gently massaging them with a good cold cream. Rub the cream well in around the nail.

To keep hair brushes clean and free from frequent washings a process certain to soften the bristles. This may be remedied by dipping the bristles in a strong solution of alum water after they are thoroughly cleaned.

For keeping the hands white and soft use a lotion of rosewater six ounces glycerine one half ounce essence of benzoin one teaspoonful borax one teaspoonful shake well and allow it to stand ten minutes before using.

Sewing Room Sayings. Dreamers superstitious are numerous in the sewing room as the pins and needles about which they circulate. Some of them sound as if they might have originated out of the need of placating the powers that be in case of accident. For instance, if a new gown slips out of the operator's hand it is folly to say it is a sign that the gown will be sold quickly. Spill another now that it is a sign that you will lose it. It is the one that proves that if you spill a lot of pins. It is a sign that customers are coming.

Frocks Are Short. Most of the fad in frocks for spring street wear are short enough to prevent the heated for. Six of the frocks of this material have hoppers deeply creased.

When you have a small amount of your cream on hand it may be changed making a little cake of butter.

Place the cream in a deep bowl and beat with a finger egg beater in a very short time it will become stiff. Immerse the bowl in a vessel of warm water and collect the small scraps of butter into one large lump. Knead the butter with a spoon until the water is separated from it. Mold into a cake ready for use.

Experts Endorse It

"Morton Barlow" Mrs. Janet M. Hill and Mrs. Sarah L. Hill are among the experts who endorse the use of the five methods of work that it is intended to show that on the important matter of cooking fat they are unanimous in recommending Cardiac.

Markham authority says "After a meal a cardiac is a most valuable aid in the digestion of food and a most recommended accessory in the diet."

JONES STANDING TRIUMPHANT ON MURDER CHARGE

Hirmingham, Ala., May 6.—At the trial of Jones today the jury found him not guilty of the killing of John (Doc) Land a negro on a Mountain view Upper Coalingburg, Ala., alleged.

This will be the first of the Lewisburg murder cases to be tried. Walter Jones charged with the same offense will be tried Wednesday morning at 10 o'clock and Will Watson the third man implicated in the same killing will be tried next Thursday morning at 9:30 o'clock.

Judge Frank Cahalan lost no time in sending the docket this afternoon. All jurors for week days or more in number being excused for the day in order to provide room in the court room.

Great interest was manifested in the Lewisburg cases and the indications are that the court room will be crowded at the trial.

John Holland returned to the evidence that will be produced was taken from his home with the understanding that he was in condition some evidence in a night. When in a secluded place it was shot down and killed. The indication is that he had had Watson arrested on a charge of stealing a chicken and of so violating and for that reason was slated for death.

The Jones brothers say that they will come clear in this case. They do not apprehend any difficulty in coming clear at all.

TAKE EMPLOYERS PENSION

ING OLD EMPLOYEES.

Washington, May 6.—President Taft today sent to Congress a message approving the plan of the commission on economy and efficiency to reduce old government employees to the age of 60 years and to provide a pension of \$400.

The plan provides that employees making 16 service after adoption of the superannuation plan shall make 20 years of service to be provided a pension fund.

The commission estimates that the plan would cost the government \$1,000,000 a year during the next twenty years and that the savings during the succeeding years would equalize it.

President Taft says that the plan is a sound and efficient one and that the government will contribute for employees who have the service credit withdraw their deposits to the pension fund with interest at four per cent.

REPORTS MADE TO SHOW THAT ALLENS CONSPIRED

Weterville, Va., May 6.—At the trial of Floyd Allen in the commonwealth today continued its efforts to show that the Allen gang has conspired to shoot up the court and shoot down the law in Hillsville.

At the trial of the prosecution placed in the stand W. C. White a member of the Allen gang found Floyd Allen a witness in the Carroll county court. White does not believe he had seen Floyd and a court officer held a whispered conversation just before the hearing commenced. When hearing began White said he dropped to his hands and knees and crawled out of the court room.

Thoroughly to tell it White jumped into the fireplace of a suit in the clerk's room and remained there until the firing ceased. He declared he did not see the shooting.

We have some the green glass plates in 11 pound cans. De Lightful for a try them. Bonham and Son Phone 463 and 58.

Mrs. H. H. Tinsley Waynesboro, Ga., suffered for years with rheumatism and kidney and bladder trouble. I have taken several different kinds of medicine but got no relief until I took Foley Kidney Pills which have cured me. I tell them the best remedy for kidney and bladder trouble and for rheumatism. F. B. H. N. P. McClinton.

DR. F. N. PASSMORE, DENTIST. First Nat. Bank Bldg. Dothan, Ala.

DO THAN PRESSING CLUB. 122 E. N. Foster St.

French Dry Cleaning Press. One Drying and Repairing.

Solid attention given to Commercial Travelers. Phone 576. Terms Cash.

FIRST NATIONAL BANK OF DOTHAN

UNITED STATES DEPOSITORY

Capital Stock	\$250,000.00
Stockholders Liabilities	\$250,000.00
Surplus	\$50,000.00
Total	\$550,000.00

The largest Bank in Southeast Alabama. Your business solicited.

Courteous Treatment Extended

D. C. Carmichael, Pres. E. R. Malone, V-Pres. G. H. Malone, Cashier Robt. Boyd Asst. Cashier

Weight Quality

The Square Grocery Store

Measure Value

40c

Enter The Contest

Every person wishing to enter the Contest, can do so by making application in person at our store. And as we have dropped several of the contestants and will give the New ones the amount of votes the old ones had at the time they were dropped. We will also be glad to restate any of the dropped ones, if they will call at our store and show a willingness to work, or sell for us a \$5.00 trading book.

J. M. Brown & Son.

To be "on the square" is so essential in our life that only those who practice it can hope to win out. Squareness means friendship between a store and its customers.

On this rock of honesty has our growing business been built. You find sixteen ounces to the pound or four quarts to the peck, in your purchases—the quality and value of our groceries are as sure as the rising sun. The high standard of our customers is a safe guide to our methods.

It is nice to know with whom you deal isn't it? We are always the same—the Square Deal Grocery.

Rolands

Your Grocer

IMPORTANT POINT IN THE SUCCESS OF DINNERS.

Sauce to Accompany the Dishes
 is a Matter Worthy of the Most
 Careful Consideration—Some
 of the Most Popular.

One of the best measures of a woman's ability as a cook is her ingenuity in serving the food she has prepared. It is an achievement worthy of some commendation to be able to serve the proper sauce to accompany the meat, fish, or vegetable dish. It used to be that sauce was only used at company dinners or in hotels, but now we realize that it is as important to the appetizing and relish of food.

With roast beef and real tomato ketchup, mushroom or mustard sauce are proper, with mutton or lamb, mint sauce or sharp jelly with pork, apple sauce or baked apples, with turkey, oyster sauce, pig cream and broiled steak, mushroom sauce, salmon and whitefish, egg sauce, fried fish, tartar sauce or sauce au jus.

The base of most sauces is a slightly brown or white cream sauce or a white hotel butter, as the following recipes will illustrate.

Alfalfa or German Sauce—Into which you may add mayonnaise, egg yolk and a little nutmeg. It should be yellow and smooth as velvet.

Chicken Sauce—Add mushroom ketchup to chicken broth, then an equal quantity of rich milk or cream thickened with butter and flour and salt.

Beurre sauce contains shallots, onion, vinegar and parsley. It is made like a fine mayonnaise. The base is white sauce. Celery, cauliflower and carrot sauces have a white base and take their name from a puree of the vegetable that is added.

Mayonnaise sauce is the base of many sauces. Practice is necessary to make a fine mayonnaise. These are the proportions: One egg as much salad oil as it will take up, a small quantity of vinegar, a dash of pepper and a little salt. A mayonnaise mixer is necessary to make a creamy smooth dressing.

Chocolate Biscuit With Jam
 Two ounces of powdered sugar, the yolks of two eggs and half a teaspoon of vanilla extract mix well for five minutes. Beat the whites of two eggs to a stiff froth and add to the yolks with two ounces of sifted flour mix very lightly. Line a jelly pan with buttered paper. Drop in the mixture, gently smooth the surface and bake in a moderate oven for 20 minutes. Remove and allow to cool. Turn the cake on a clean board, remove paper and spread with jam over the surface of cake. Spread this with a layer of melted and sweetened chocolate and allow to cool. Cut the cake into even slices, place on a dish set in the oven for a minute, remove and serve.

Swimming Shelf
 One of the most convenient things for the kitchen or dining room is the swimming shelf. The shelf should be of convenient width and the length should conform to the situation in which it is placed. A board or boards joined together about two feet wide and as long as you like it should have attached to the front sides of it a hinge, a leg or standards or there may be two one at each end. The back of the shelf should be joined to the wall by hinges and it can thus be lifted and buttoned or hooked to the wall out of the way or dropped down resting on the front legs to form a table. There is nothing more convenient, yet few kitchens have them.

Worth Knowing
 Equal parts of milk and lukewarm water are excellent for sponging stains.

A pinch of borax in soaked starch will make the clothes stiffer and whiter.

To clean pewter wash it with hot water, rub it with fine sand and when dry polish with leather.

To place a piece of lemon on a corn or any night for five nights and it will generally cause it to drop out.

Equal parts of linseed oil and cider vinegar make an excellent dressing for floors.

Roast Veal Breast
 Procure a nice veal breast from the butcher, and have him make a "pork cut" in it. Cleanse thoroughly and wash with salt and pepper. Make a dressing as for roast chicken and stuff the pocket with it and sew up. Place in a covered roaster rib side down pour in cup of hot water place in oven and roast until brown on top and meat is tender. When done place on hot plate and serve Worcester-shire sauce with it. Sauce can be prepared from any grocery.

For Dented Furniture
 When furniture becomes dented and the broken marks are easily to be made to disappear. Treat it in this manner:

Get the dented spot with water. Double a piece of brown paper over six times and work it in warm water. Place it upon the bruise and apply a warm (not hot) iron until the moist air has evaporated.

If the dent has not disappeared, repeat the treatment.

Advertising Talks

EFFICIENCY IN ADVERTISING

Can Only Be Obtained Through Good Salesmanship and Good Business Methods

Byron W. Orr at the last meeting of the Toledo AA club delivered an interesting talk on Advertising Successes and Their Reasons. He said among other things:

Advertising successes mean what? Profit making.

Merchants are in business to make money—profits. Statistics show that a large percentage of merchants engaged in business make a profit of it.

The maximum of legitimate profit comes through the efficiency of advertising salesmanship and correct business methods. Many merchants are waiting fully 90 per cent of their advertising expenditure through inefficient store service. It is only when each employee is giving his business his best thought and efforts that your advertising will be placed on a 100 per cent basis.

Mr. Orr who was advertising manager for a big New York store several years ago told of the preliminary work done by the department before the opening of the department of the appropriation made for advertising was \$100,000, one-half of which Mr. Orr spent in newspaper publicity. The other half was used in the publication of 100,000 booklets and of 500 souvenirs for distribution in the opening day.

The ads were prepared with great care after many interviews with the buyers and heads of departments. No prices were named and no special items of merchandise were mentioned. The space being employed to tell of the policy of the new store its methods the character of the goods offered and the advantages of trading with the firm.

The store opened on a Saturday the public merely being invited to come and inspect the store and its goods. The crowd was so great that an extra detail of police was sent to the store to handle the people. The opening was a great success and on Monday the first sales day the store was thronged with buyers.

Mr. Orr was the first to use a colored page in the Herald for advertising a department store.

Experience teaches that prosperity in mercantile pursuits depends upon advertising in the best papers during the right season. Merchants may get along without it but they only eke out an existence. The prosperous merchant is the merchant that ably assists his business by liberal advertising application.

Getting Attention

The primary object of every advertiser is to secure attention for his advertisement. We learn from an eminent authority on the psychology of advertising, who writes in a current magazine that there are four ways in which attention may be effected as follows:

- (1) By increased relative intensity of the stimulus.
- (2) By intrinsic interest of the stimulus.
- (3) By accommodation of the scene organ involved.
- (4) By preperception—anticipatory preparation from within of ideal stimuli centers to be concerned.

This information will no doubt be of great value to all practical publicists and we commend it to their earnest consideration. At the same time we venture to add the advice that while they keep an eye on the relative intensity of the stimulus the scene organ and the ideal stimuli centers (whatever they are) they keep the other eye trained upon the selection of a widely circulated newspaper medium that has the reputation of being closely read by influential buyers.—Philadelphia Record

Ad Brought Results

This advertisement appeared in a Milwaukee (U.S.A.) paper and a large feed and commission company came very near shutting up shop and two of the clerks are on the verge of temporary insanity.

Wanted: Lads. The ugliest and hungriest in the city. Ten cents apiece paid.

When the manager of the store in which the ad he stated: You let me want such the kind we want are the strong and heroic kind that will take a hit as big as themselves. The rate are about to carry on the store and we want some good fellows and money to help protect our flock.

Its actual cost, as he stated, had arrived at the commission house by noon the following day.

Then the front door was pulled open and the manager and clerks went to their homes in calm.

Pence With Honor

The best way to preserve peace is by having respect for the dignity, ambitions and ideals of foreign nations, as well as our own.

FOR SALE—A nice seven room house with two rooms servant's house and bath also nice orchard and twenty acres of land inside of city limits for sale at \$10,000. The land without improvements is cheap at this price.

Seven room house and good bath on 1st measuring 17 1/2 feet by 210 feet on prominent street at \$3,000. Paving to sidewalks paid for and this price includes the sidewalks.

A six room house located on Crawford street near 1-sta street with large lot for \$1500.

Five room house on 1-sta Street near Crawford street for \$1100.

A four room dwelling and good frame store located at Holmes in five feet of depot and both occupied together with 12 business lots all for \$1200 half cash and balance on terms to suit purchaser. Dwelling is located on an acre lot.

A splendid 13 room house at Ashford in 100 yards of depot for sale at \$2250.

A well improved home with two acres of land consisting of good new dwelling store house barn etc. at so nice office located near Parkway for \$400. Splendid location for country merchant or physician.

Some nice farms near Glims just listed that it will pay you to see me about.

C. S. TOWLER
 Office Phone 482

FOR SALE—CHAMP Second hand Smith Premier typewriter. Apply to 1st main street. E. W. Polham.

LOANS NEGOTIATED

On Farm lands and city property.

CHAS. F. FUELLER
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 Dothan, Ala.

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 FOR LUNCH AND LIGHTS
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We now serve three regular meals daily. Come and try one. Special Sunday dinners. Phone 550.

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 to use one of our easy running bicycles. Why live your life out and lose all the enjoyment of a bicycle when you can make it all pleasure by using our

EASY GOING BICYCLES?
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If you want your feed ground built to your liking. Fink's Market.

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We are in the market for milk cows and beef cattle. If you have any for sale, call on or write.

Sanders, Vann & Co.
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Buy to-day and be ready for to-morrow

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A Comfortable Shoulder Brace

One that does not continually bind that contains no steel—is light and cool and so perfectly adjustable that the wearer need suffer no inconvenience except as an incorrect attitude is assumed.

Price \$1 00

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WANTED—Good second hand typewriter. State make and price. Box 94.

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Week-End Excursion Rates

Rates of one fare for round trip are now in effect from Dothan, Ala., and other local stations at which tickets are sold. Good on regular trains Saturday to Monday, inclusive.

G. H. Purvis,
 General Traffic Manager.

DO YOUR BANKING WITH A STRONG BANK

Capital Stock Paid In \$ 200,000.00
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 Combined wealth of Stockholders \$ 1,600,000.00

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Our twenty one years of successful business experience is also at your command.

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In a perfect, sanitary way, from the time of killing till the customer gets it, we don't allow flies or dust to ever get on our meats. Having two large cooling rooms, we keep our meat for several days before cutting, making it tender and juicy. If you want quality and cleanliness, call us up and let us quote you prices.

We will save you a lot of disappointment and possibly a doctor's bill.

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When a dealer tries to sell you a camera or films or other goods not of our manufacture under the Kodak name, you can be sure that he has an inferior article that he is trying to market on the Kodak reputation, and he also makes himself liable to suit by us for damages and injunction.

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